Title:

Length:

Product:

Writer:

VIDEO

Intro:

Body:

Conclusion:

AUDIO

Format a TV Commercial Script

Step 1

Type out "TITLE:", "LENGTH:", "PRODUCT:", and "WRITER:" at the top of the page, left-aligned. Each word should be on its own line, single spaced.

Step 2

Make two columns below the title and length information. You might wish to make a table with two columns and two rows. In the first column, first row, type "VIDEO." In the second column, first row, type "AUDIO."

Step 3

Number each description in the "VIDEO" column, starting with the first video to appear on screen. Type the descriptions for video in all capital letters.

Step 4

Type out the accompanying audio in the second column, next to the appropriate video description. Use sentence-case for the audio. Type the name of the character speaking next to his text, and use a colon between the character's name and his text.

Step 5

Type "SOUND" or "SFX" to describe any sound effects in the audio column. Use all capital letters when writing out sound effects. Type "MUSIC" before describing any music. Use all capital letters and underline when writing out music descriptions.